

ARIZONA HISTORICAL ADVISORY COMMISSION

Application for Arizona Centennial 2012 Legacy Project Designation

AHAC Mission: Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

Vision for Centennial Projects: Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Legacy Project Criteria: This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
 2. Describe how this project meets the Legacy Project criteria.
 3. Project timeline. Give details regarding planning and implementation.
 4. Describe the project location.
 5. List project partners, if applicable.
 6. Attach a proposed budget, showing total project cost and funding sources.
 7. Please also provide letters of support from project partners and sponsors.
- These are in addition to the three-page maximum.

Name of project: Times Past: Reflections of Arizona History

Applicant: Arizona Capitol Times

Contact person: Barry Gartell

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Signature (authorizing official)

August 18, 2008

Date

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee
1700 W Washington, Suite 200
Phoenix, AZ 85007

Application for Arizona Centennial Legacy Project

1. Project description: *Times Past: Reflections of Arizona History*

This project will publish in book form a compilation of approximately 120 “Times Past” columns that have appeared in the Arizona Capitol Times since 1980. “Times Past” is a regular feature of the newspaper; it reprints a historical photograph along with a research essay that makes the photo come alive. The topics – all from Arizona’s rich history and researched by respected historians – have been chosen to identify and celebrate peoples and events that have made significant contributions to our state. The articles will be arranged into chapters by broad subject categories: outlaws and lawmen, Native Americans, miners and mining, pioneers, communities, famous landmarks, and notable personalities. The book will print each story across two facing pages: photos on the right-hand page and text on the left. The book will be approximately 250 pages, with a table of contents, introduction and index; it will be, 8½ x 11, clothbound, with a laminated dust jacket.

2. How this project meets Legacy Project criteria:

Portraying Arizona history: This book will accurately portray a variety of moments in Arizona history. A few are relatively well known (e.g., the arrest of John Dillinger in Tucson; Percival Lowell’s discovery of Pluto; the work of transplanted Wisconsinite Frank Lloyd Wright). The majority of photos, however, illustrate moments not well known yet still exemplifying what may be broadly called Arizonan’s pioneer spirit.

Accessibility: Copies of the book will be presented to archives, historical societies and major public libraries throughout the state. A selection of stories and photos will be enlarged, mounted on 30”x42” poster board and made into the center piece of a traveling presentation and exhibit.

Collaboration: Various politicians and notable personalities have participated in this project. Statewide officers (governor, secretary of state, attorney general, etc) and mayors of featured cities each have chosen a favorite story and written a short explanation. The repositories of the photos included in the book have collaborated with the project by agreeing to reduce or waive royalty fees regarding publication of photographs in their collections.

Enduring product: Printing and binding are intended to make this a permanent book. The moments of Arizona history captured within its covers will be available to successive generations.

Educational component: Nothing makes history come alive better than combining a period photograph with text that doesn’t just describe but elucidates the visual with background and anecdote derived from careful and accurate original research.

Implementation plan: All repositories of photos have been contacted and have agreed to reduce or waive royalty fees. They are in the process of digitizing the photos. Copyright for the stories that accompany the photos is already owned by the Arizona Capitol Times. Financial support for the printing is being provided by the Arizona News Service, parent company of the Capitol Times. We are currently negotiating with printers for a run of 2,000 copies. Our goal is to keep the retail price of the book below \$50. Publication will be in late October in time for the holiday season. We hope to achieve break-even status with distribution of 1,450 copies by the end of the year:

- 150 complimentary copies,
- 700 copies sold at standard discount to distributors / book stores / museums, and
- 600 sold through own-efforts.

3. Project Timeline

- Publish date: Oct 21
- To bindery (3 weeks): October 1
- To printers (2 weeks): September 17
- To layout September 3

4. Project location

The stories contained in this project span the entire state, from Mohave County to Cochise County, from Apache County to Yuma County. During the launch of this book, media outlets in state will be sent copies of stories that pertain to that specific area. Personnel from the *Arizona Capitol Times* will make appearances on television and radio programs devoted to local authors. Launch events will be scheduled at major bookstores in Phoenix, Tucson, Flagstaff and Bisbee. A selection of stories with photos will be mounted on poster board to form a traveling exhibit that will be made available to museums and libraries throughout the state. Depending on staff availability, personnel from the *Arizona Capitol Times* will help open the exhibit by giving a short presentation.

5. Budget

Printing and binding (for a run of 2,000)	\$25,000
Total photo royalties (approximate)	<u>1,200</u>
TOTAL	\$26,500

This amount does not reflect staff time for this project at the Capitol Times. Approximately 600 man-hours have been devoted to this project to get it into print. Another 100 man-hours will be devoted post-production for presentations and exhibit openings, etc.

We are requesting a grant of \$1,200 to offset the cost of photo royalties.